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(54) Title: ELECTRONIC COMMERCE SYSTEMS AND PROCESSES, ESPECIALLY FOR THE CABLE TELEVISION INDUSTRY

(57) Abstract

Electronic commerce systems and processes which are adapted to manage workflow, information and product distribution in transactions among various parties in a supply chain. The systems and processes may rely on a common document model which allows each of the entities to maintain and use its own legacy or proprietary systems and interfaces, but yet to communicate and transact with each other through a master platform or system which handles data with associated metadata, such as via a common document model, so that all platforms have ready, efficient and easily translatable or transformable access to common information. Such systems and processes are particularly well suited for purchasing, distributing, payment and other transactions in the cable television industry, including transactions associated with advertising and commercials.